



Student Aid Awareness SAMPLE - Communication Plan

Event/Message	Communicator (s)	Audience	Vehicle and Materials	Targeted Date/Frequency	Feedback Mechanism
3-on-1 Weekly Status Meeting w/Jennifer Douglas		Jennifer Douglas, Linda Hall, Dena Bates, Hazel Mingo	Oral; Face to face	Weekly	E-mail, Face to Face
Status Reports	Program Managers	Jennifer Douglas	Written reports	Weekly; as needed	1. Face to Face 2. Comments on Reports
SAA/Accenture Team Meetings	Accenture/SAA	Linda Hall, Dena Bates, Hazel Mingo, Janet Thomas, Carolyn Sattin, Kristine Eelkema, Heather Pacini	Oral; Face to face	Weekly; Wednesdays 9-11 AM	Face to Face
Individual SAA/Accenture One- on-One Meetings	Accenture/SAA	Linda Hall, Dena Bates, Hazel Mingo, Heather Pacini	Oral; Face to face	Weekly	Face to Face
Partnership Website – www.ed.gov/studentaid	Hazel Mingo	Partnerships	Written; website	As needed	Face to Face, Written

Event/Message: What is the specific communication event (e.g., team meeting)?
Communicator: Who will deliver the communication?
Audience: Who will receive the communication?
Vehicle/Materials: How will the communication occur (e.g., medium)? What materials are necessary?
Targeted Date: When will the communication occur?
Feedback Mechanism: How will feedback on the communication be transmitted?